

## CLEVELAND OUT WITH 1923 MODELS

The Prices Are Lower and a Two Door Sedan Is a Newcomer.

With a two-door sedan of five-passenger capacity as a leader, the Cleveland Automobile Sales Corporation at Broadway and Sixty-second street, announces its new 1923 models and prices. The new sedan sells for \$1,295 f. o. b. Cleveland, the touring car for \$995 and the four-door sedan for \$1,495.

All the new models are powered with the well known and efficient six-cylinder, valve-in-the-head engine, which has proved surprisingly economical. The closed bodies are by Fisher.

The two-door sedan has an all-metal body, which is dust proof, rattle proof and durable. It is finely finished, completely equipped and luxuriously upholstered in plush.

The touring car is smart and low hung and seats five passengers. It is equipped with a clear vision top, l. e., has no supporting bows to obstruct the view.

The four-door sedan has style, comfort and lots of room. The seats are purposely made as they come from the factory. There is a display of these attractive models in the local showroom.

## HUNDRED MILES AN HOUR IN A FORD CAR

The possibility of getting 100 miles an hour out of a Ford engine may cause some of the great and growing number of users of this type of car. Not that we would find any fault with the speed of these cars, even as they come from the factory. Far from it: we have seen them slip up hills that stopped cars twice their size. They have plenty of speed for ordinary service, but 100 miles an hour? Is it possible?

Louis Chevrolet, the well known engineer and racing driver, recently performed the trick with two Ford cars, which turned out astonishingly well recently at Indianapolis.

Chevrolet used the Ford engine and a lot of the Ford chassis parts and added to them about as many more special parts and attachments.

First he turned the Ford cylinders and refitted them with an inch over size pistons and connecting rods. He used special pistons, connecting rods, crankshaft, pistons, etc., were special parts. The Ford transmission was used exactly as taken from stock, propeller shaft and torque tubes being stock also. The rear axle was altered somewhat, but the standard housing was plenty good enough. The front axle was changed.

Chevrolet fitted the engine with a special head carrying eight tungsten steel valves of 1 1/2 inch diameter, operated by rocker arms and vertical rods. The rocker arms he pivoted off center so as to give a one-third greater lift than the Ford standard power plant does.

Drive from the camshaft is from a nickel steel gear, but the camshaft bearings are stock. Pistons are of aluminum, with a flat beveled top. They carry two special rings 5-32 of an inch wide. Piston design, with that of the head, give a compression of 85 pounds.

The crankshaft of this little flier is of chrome nickel steel, forged with integral counterweights, and is machined to take the Ford crankshaft gear and the regular Ford flywheel. The shaft is drilled to feed the main and connecting rod bearings under pressure, the oil pump being driven off the forward end of the camshaft. There is an oil reservoir in the body of the car and a four gallon reservoir in a sub-case beneath the crankcase. Maximum oil pressure is 50 pounds.

The carburetor is an L-7 Zenith of 1 1/2 inch diameter. Ignition is a special Delco using a Willard battery. Champion spark plugs are used.

While the rear axle carries the Ford housing, a 3 to 1 gear ratio is employed and sleeves are inserted in the outer ends of the axle tubes, the sleeves being machined to take New Departure ball bearings.

This doctored car was a revelation of what a little ingenuity could do in the way of putting speed into a stock job.

## 352 Years of Service



It is fitting indeed that this story should come from Young America, Minnesota, for the four spry gentlemen presented in the picture aggregate in age only 352 years. Young America is a very much alive town and it points with pride to the unique distinction of being the home of the Truett brothers, Samuel Truett, at the extreme left of the picture, is 92 years of

## POERTNER SUGGESTS UNIFORM SIGNALS

"I am hoping that the Police Department will soon make some regulations leading to a uniform system of traffic signals," says William C. Poertner, the metropolitan Durant distributor. The need for a uniform observed set of signals was never greater than now. It is all too often only a matter of guess work to figure out what the man ahead intends doing when he puts out his hand to signal. This causes smash-ups, which avoidable collisions are in part responsible for higher insurance rates.

"Another thing drivers do, which they should not, is to start making turns at the wrong place. Time and again you see a man turning off to the right from a point near the center line of the highway instead of getting over close to the right side of the road before giving the signal. Bad judgment is shown also when turns to the left are made.

"But by all odds, the authorities ought to see to it that drivers give traffic signals that will indicate without the chance of mistake just what the operator is going to do. Holding out the hand with fingers all spread should mean 'I am going to stop.' Extending the hand with index finger pointing left should mean 'I am going to turn left.' Putting out the hand and moving it around in short circles should mean 'I am going to turn right.' This code is simple and easily understood.

## 1923 MODELS TO BE SHOWN IN JERSEY CITY

As usual the annual automobile show of the Hudson County Automobile Trade Association, to be held in the Fourth Regiment Armory, Jersey City, November 11 to 15, is creating great interest. New models will be shown, and this fact always attracts prospects not only from the community in which the display is held, but from nearby towns. The two previous Jersey City shows have proved this and there is every indication that records will be broken this year.

One of the features will be a voting contest to decide the most popular woman automobile driver in Hudson county. Every ticket sold will have a coupon attached, and the purchaser can write the name of his or her choice on this and drop it in the ballot box. The committee on prizes for this somewhat novel show attraction has not yet completed its list.

The entire floor of the big drill shed will be devoted to passenger cars. It has been decided to eliminate commercial vehicles this year. The entire balcony will be filled with booths displaying accessories.

## WILLYS-OVERLAND'S FLAT RATE SERVICE

Every Owner Will Know Beforehand What Repair Work Will Cost.

By JOHN N. WILLYS, President Willys-Overland Company.

With the rapid development of the automobile and methods of manufacture, the question of servicing the product has to some extent not received the attention it deserves.

It is an undisputed fact that a satisfied customer is the greatest sales asset of the manufacturer of any commodity. Some effort has been spent in the direction of giving car owners prompt and efficient service, but the time has come when service, the dominant phase of the automobile business, must have further attention.

With the thought of giving Overland and Willys-Knight owners the best service possible, with the elimination of the worry of how much it is going to cost, we have adopted a flat rate plan in all our branches.

We find that this plan is proving very popular with our patrons. The outstanding feature is that the car owner knows exactly what the expense is going to be before he leaves his car to be worked on. The satisfaction is obvious. It is our intention to install this plan in every Overland and Willys-Knight service station in the country. We have gone to a great expense in establishing the rates to adjust a car in any condition. These have been put at the lowest point consistent with good workmanship. The information has been compiled in booklet form for distribution to our dealer organization.

To give an illustration of just how this plan functions, suppose that a Willys-Overland car owner drives his car into the service station and asks to have the brakes relined or other repairs made. An expert diagnostician confirms that order, making sure that such adjustments are necessary. The order is then written and the owner informed exactly what the expense will be. A very comfortable feeling indeed.

Very few of us would have our houses repaired or repainted or our furniture upholstered without any estimate from the carpenter or painter, as the case may be.

## MOTOR TRUCK AID TO BETTER BUSINESS

"One of the greatest needs of the day is better and cheaper transportation," says Eugene P. Herrman, Eastern distributor of Stewart motor trucks.

"Transportation affects the cost of practically everything we eat, wear or use. Motor trucks are playing a very large part in the effort to decrease costs of the present day. The railroads are using motor trucks for the short haul to save in the transfer of goods and also in the labor of handling. The wholesaler and retailer are also using trucks to lessen the number of employees necessary to handle the food-stuffs and wearing apparel used by the American people.

"The motor truck manufacturers, knowing this necessity, are making very special efforts to produce vehicles which will transport these goods even cheaper than they have in the past, and it is readily seen that any betterment along this line will release many millions of dollars of capital for other purposes. Our great financial men of to-day frankly state that on account of the curtailed credit the railroads will not be expanded a vast amount for some little time to come.

"The only solution now to the problem is the motor truck. Throughout the war we learned the value of this means of transportation, and the period of depression just passed has taught us the economy of using this fast means of transporting goods, thus saving storage of large stocks of materials which has been affected through the use of this means of transportation. The wholesaler has benefited, the retailer has benefited—they needed it, not making it necessary for them to carry large stocks as formerly in the warehouse or stock room."

## Hudson Super-Six Coach

The Hudson Super-Six Coach was created principally to fulfill the requirements of a great number of motorists who wanted the utility, comfort and cleanliness of a high grade, attractive, all season car at a price near that of open models.

## The Man in the Moon



WILLIAM J. COGHLAN.

WILLIAM COGHLAN is not only in the Moon business, but many of the best things in the Moon car are there at his suggestion. Active both here and at the factory and operating at all times in a high class way Coghlan has given a touch of real distinction to both the manufacturing and retail selling departments of the Moon organization.

## STOWE HEADS BIG REO DELEGATION

Headed by George Stowe, vice president and general manager of the Reo Motor Car Company of New York, ninety-one Reo dealers from the Eastern territory will leave here on Wednesday for their annual trip to the factory in Lansing, Mich. This delegation will urge the factory officials to send them more cars. At the present time these men have orders on their books for eighty-seven carsloads of Reos. They report an unusual demand for the closed models.

## RICKENBACKER TELLS ABOUT FRENCH CARS

According to advices received by J. J. Hunt, metropolitan distributor for Rickenbacker cars, Capt. E. V. Rickenbacker, vice-president and director of sales of the company bearing his name, is now at Turin, Italy, where he is visiting automobile manufacturing plants. He visited the French automobile show while in Paris.

It is interesting to note that at the French show the tendency was toward smaller models of cars with lighter reciprocating parts. Another tendency is to increase prices, with higher cost of raw materials and a boost in wages assigned as the principal reasons.

French racing specifications call for cars of not more than two liter or 122 cubic inches piston displacement, which is the size adopted for the 500 mile race which will be held at Indianapolis next May. High speed and amazing efficiency have been developed with the smaller speed cars. The sensation of the Paris show was the new Rolla-Royce model which is very similar to the automobile designed and built by and named for Capt. Rickenbacker.

## NEW MILLION DOLLAR PLANT FOR STAR CARS

With orders on its books for 80,000 more Star cars than it can build in the next four months in spite of its production schedule of 25,000, Durant Motors, Inc., is taking steps to increase its manufacturing capacity and announces that a contract has just been signed for the immediate erection of another million dollar factory in Flint, Mich., to be devoted exclusively to the manufacture of Star cars.

The new Flint plant will be a duplicate of the plant now in process of construction there for the Flint Motor Company. It will provide 516,000 square feet of floor space and will have a capacity of 60,000 Star cars per year.

The contract with the H. G. Christman Co., structural engineers, provides for completion next May to permit production early in the summer.

## Along the Row

First announcement of a plant extension to increase production to take care of growing business to come from any of the Algon tire companies is the statement of the General Tire and Rubber Company that contracts have been let for three extensive additions to the factory, to begin at once and to be rushed to completion in sixty days, if possible.

A tire service man in Philadelphia recently made a complete change of a Ford size tire in 3 minutes 25 1/2 seconds. To appreciate this mark it must be understood that it involved the jacking up of the car, removal of the casing, insertion of a new tube and application to the wheel of a new casing and inflation of the tube to sixty-five pounds pressure with a hand pump. No tools were permitted in this contest, the tire man being required to make the complete change with his bare hands.

The new Peerless double set, or two stem carburetor, is attracting wide attention and favorable comment, both from the standpoint of permitting good fuel economy and from the ability it has to furnish sufficient gasoline for extraordinary power. This latter feat is accomplished automatically, without the necessity of special adjustments or attachments and without impairing its economy of operation at the quieter speeds.

"Since the introduction of the new series 10 Franklin, announced September 1, the number of orders booked has been beyond the capacity of the factory to fill," says H. H. Franklin, president of the H. H. Franklin Manufacturing Company. Last week, for example, retail orders from customers exceeded the factory output for the week by 27 per cent. The fall season is naturally making a heavy demand on closed cars, some types being sold ahead as far as March. In open cars many dealers are now promising January deliveries."

## Loco Local Leader



CLINTON B. AMOYOUS.

YOU would know at a glance that Clinton Amoyous the new branch manager of the Locomobile Company of America, had played football. "There's a halfback for you," would probably be your observation.

Amoyous was a star at Georgia Tech several years ago and he carried it into business, through the world war and back into business again the same aggressive spirit that made him famous on the gridiron.

As manager of the local Locomobile interests he is sure to put "pep and punch" into the organization.

September was the biggest month of the year in production and sales of the Oakland Motor Car Company, Pontiac, Mich. During the month the plant surpassed the maximum output of cars daily.

## COMMANDER CAR IS NOW IN PRODUCTION

The manufacturing schedule of the Commander Motors Corporation which is building a \$6,000 car in their Milwaukee plant, is proceeding satisfactorily and the organization expects to be in regular production by December 1. The plan is to build a big plant in Chicago as soon as suitable property can be obtained.

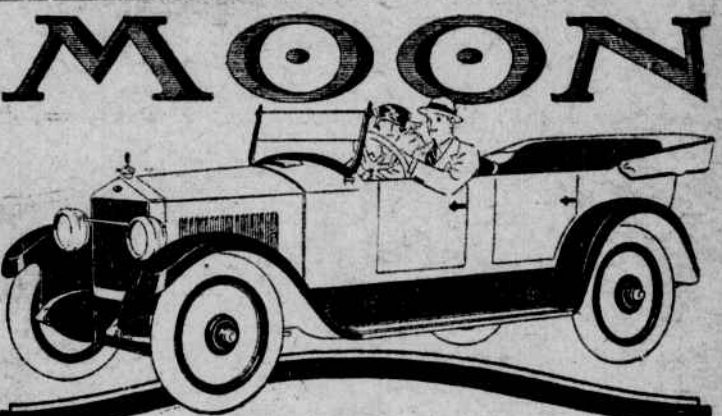
Within thirty days the first Commander closed models will appear here. They are a five passenger touring sedan selling for \$5,800 and a seven passenger sedan selling for \$7,500.

During the automobile show in January, two Commander models will be on exhibition.

## Six Winter Tips

A MOTORIST should have no more trouble with his car in winter than he has in summer if he takes the right precautions. Cold weather operation requires just a few changes from summer running, and L. V. Newton, superintendent of the motor equipment department of the Texaco petroleum products, gives the following six helpful suggestions to those operating motor cars in cold weather:

1. Use a good, clear oil with a low cold test. It will flow at the first turnover.
2. A little alcohol in your radiator will prevent a frozen radiator, cause less inconvenience and preclude cracked cylinder blocks.
3. A radiator cover will keep your engine and radiator warm. It also makes for easier starting and saves your storage battery.
4. Drain your crank case more frequently in winter than in summer. Every 500 miles is a good plan.
5. Easy starting, even in coldest weather, will result from the use of a volatile gasoline, because of its low boiling point.
6. There are more than fifty parts on your car that need lubrication. See that they get it this winter.

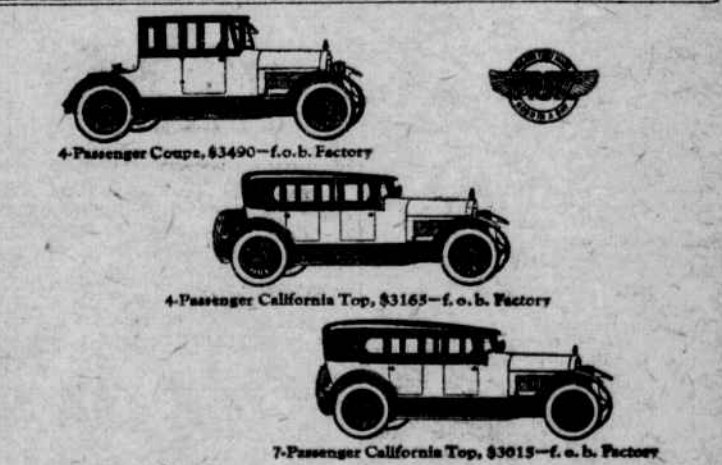


Six-40 Touring Car  
**REDUCED TO \$1195**  
**Effective Now**

## THE NEW 1923 MOON MODELS

Six-40 Touring (Five Passenger) . . .	\$1445
Six-40 Coupe (Four Passenger) . . .	1585
Six-40 Five Passenger Four-Door Sedan .	1695
Six-58 Five Passenger Touring Car . . .	1785
Six-58 Seven Passenger Touring Car . .	1785
Six-58 Sport Touring Car . . . . .	1885
Six-58 Seven Passenger Sedan . . . . .	2485
Six-58 Four-Door Petite Touring Sedan .	2485

All Prices F. O. B. Factory  
*The Moon is the car with the famous "Ten Proven Units"*  
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Telephone: Columbus 7718-7719



## For Fall and Winter

Stutz enclosed cars have the same distinguishing individuality and permanent good style so characteristic of the open models.

At their present phenomenal prices they make it possible for many, who had resigned themselves to be satisfied with cars of less distinction, to enjoy the prestige of owning a Stutz. For durability, beauty and charm, Stutz enclosed cars are not to be surpassed. Exclusive creations—every one—they embody many innovations and are exquisitely appointed.

Touring Car, \$2,640—f. o. b. Factory  
STUTZ MOTOR CAR COMPANY OF AMERICA, Inc.  
Indianapolis, Indiana, U. S. A.

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1796 Broadway  
Phone Circle 5370  
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372 Central Ave. Newark

## No Extras to Buy



## The New 1923, 3-Passenger HAYNES 55 SPORT COUPELET

Six disc wheels, six cord tires and tubes, sun visor, polished protection bars and a trunk at the rear, front and back bumpers, individual steps of appealing design—this is indeed a list of standard equipage to justify the immediate and widespread popularity which has greeted the new 1923 Haynes 55 Sport Coupelet.

HAYNES AUTOMOBILE CO. OF N. Y., INC.,  
1715 Broadway, New York City.

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|---|---|
| L. C. KIRKHAM SALES CO.,<br>BROOKLYN, N. Y.     | M. S. MOTOR CORP.,<br>BRONX, N. Y.            |
| WACKER MOTOR CAR COMPANY,<br>JERSEY CITY, N. J. | G. B. PHILLIPS SALES CO.,<br>NEWARK, N. J.    |
| WIESENBERGER & DICKERSON,<br>YONKERS, N. Y.     | SHERMAN P. BUNKER,<br>ROCKVILLE CENTRE, L. I. |
| WAGNER'S GARAGE,<br>CONCORD, N. Y.              | W. G. BARRETT,<br>WHITE PLAINS, N. Y.         |
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## Come See the Value of the Essex Coach

It May Save You Hundreds of Dollars

Experienced buyers demand more in a motor car than accessories.

In many moderate priced closed cars, however, such things as dome lights, cigar lighters, clocks, etc., are featured as against the more important quality of performance, reliability and reduced maintenance expense.

Come, make a close examination of the Essex Coach. That will show its real utility and chassis quality.

Then you will appreciate what is most important when service is considered.

And you will know that the chassis that carries a closed body is always the most important part of the car.

You want more than the fittings in the body. They are nice to have, but don't sacrifice car quality to get them. Don't accept a less able chassis, just because the body has an accessory you like when its cost is taken out of the motor, or other essential mechanical parts.

The Essex Coach provides every closed car comfort. It is reliable, and convenient. It has all the details that count most for utility. Thousands are in service. And yet it is mounted on an Essex chassis that is better in every way than earlier models that established famous records.

A closed car offers advantages you will like. But don't let the extras over-weigh the construction of the body or the character of the chassis.

Come see this Essex Coach. It is more than important if you are considering your first closed car.

## HUDSON MOTOR CAR COMPANY OF NEW YORK, Inc.

1900 Broadway, N. E. cor. 63rd Street